

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of: John P. Godwin

Serial No.: 10/797,438

Filed: March 10, 2004

Title: DEVICE AND METHOD TO IMPROVE
INTEGRATED PRESENTATION OF EXISTING
RADIO SERVICES AND ADVANCED
MULTIMEDIA SERVICES

Examiner: Angelica Perez

Group Art Unit: 2618

Appeal No.: _____

SUBSTITUTE BRIEF OF APPELLANTS

MAIL STOP APPEAL BRIEF - PATENTS
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 CFR §1.192, Appellants and in response to the Notification of Non-Compliant Appeal Brief (37 C.F.R. 41.37) dated September 22, 2008, the Applicants hereby submit a Substitute Appellants' Brief on Appeal from the final rejection in the above-identified application, as set forth in the Office Action dated May 19, 2008.

It is believed that no fee is due for the filing of this Substitute Appellant's Brief. Should the Appellant be in error, please charge any additional fees or credit any overpayments to Deposit Account No. 50-0383 of The DIRECTV GROUP INC., the assignee of the present application.

I. REAL PARTY IN INTEREST

The real party in interest is THE DIRECTV GROUP, INC., the assignee of the present application.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences for the above-referenced patent application.

III. STATUS OF CLAIMS

Claims 39-58 are pending in the application.

Claims 1-38 are canceled.

Claims 39-54, 57 and 58 were rejected under 35 U.S.C. §103(a) as being obvious in view of U.S. Patent No. 6,160,545 to Eyer et al. (hereinafter, the Eyer reference) and U.S. Publication 2006/347216 to Marko et al. (hereinafter, the Marko reference) and these rejections are being appealed.

Claims 55 and 56 were rejected under 35 U.S.C. §103(a) as being obvious in view of Eyer, Marko and U.S. Patent 6,564,143 to Alewine et al. (hereinafter, the Alewine reference) and these rejections are being appealed.

IV. STATUS OF AMENDMENTS

No amendments to the claims have been made subsequent to the final Office Action.

V. SUMMARY OF CLAIMED SUBJECT MATTER

The claimed subject matter can be found in the Applicant's specification as filed as shown below:

Claim Element(s)	Support in Specification
39. A terrestrial repeater, comprising:	Repeater (120); FIG. 1; FIG 5. page 4, line 17- page 5, line 10
a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal transmitted by a satellite	Repeater receiver (502); FIG. 5 page 8, line 7 - line 26 Satellite (108); FIG. 1

Claim Element(s)	Support in Specification
including national media programs intended for reception in the national broadcast region and regional media programs;	<p>page 4, line 17 - page 5, line 10</p> <p>National Broadcast Region (402); FIG. 4 page 7, line 21 - page 8, line 6</p> <p>Regional Broadcast Region (404); FIG. 4 page 7, line 21 - page 8, line 6</p>
a processor for filtering the signal to pass only the regional media programs intended for reception in the one of the plurality of local broadcast regions;	<p>processor (506); FIG. 5 page 8, lines 7-20</p> <p>filtering (606); FIG. 6A page 3, lines 4-9; page 8, line 27 - page 9, line 20; page 12, line 30 - page 13, line 7</p>
a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting the passed regional media programs intended for reception in the one of the plurality of local broadcast regions.	<p>encoder/modulator/transmitter (510); FIG. 5 page 8, line 27 - page 9, line 11</p>
45. A terrestrial repeater, comprising:	<p>Repeater (120); FIG. 1; FIG. 5 page 4, line 17- page 5, line 10</p>
a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region and regional media programs;	<p>Repeater receiver (502); FIG. 5 page 8, line 7 - line 26</p> <p>Satellite (108); FIG. 1 page 4, line 17 - page 5, line 10</p> <p>National Broadcast Region (402); FIG. 4 page 7, line 21 - page 8, line 6</p>

Claim Element(s)	Support in Specification
<p>a processor, communicatively coupled to the repeater receiver, for filtering the regional media programs to pass regional media programs intended for reception in the one of a plurality of local broadcast regions from the regional media programs by comparing identifiers included in the signal against a local broadcast identifier of the terrestrial repeater; and</p>	<p>Regional Broadcast Region (404); FIG. 4 page 7, line 21 - page 8, line 6</p> <p>processor (506); FIG. 5 page 8, lines 7-20</p> <p>filtering (606); FIG. 6A page 3, lines 4-9; page 8, line 27 - page 9, line 20; page 12, line 30 - page 13, line 7</p> <p>identifiers included with the signal (service channel IDs, 320); FIG. 3B; page 6 line 17 - page 7, line 20.</p> <p>local broadcast identifier (ID) page 8, line 21 - page 9, line 11</p>
<p>a repeater transmitter, communicatively coupled to the repeater receiver and the processor, for transmitting the filtered regional media programs to receivers disposed in the local broadcast region.</p>	<p>encoder/modulator/transmitter (510); FIG. 5 page 8, line 27 - page 9, line 11</p>
<p>47. A terrestrial repeater, comprising:</p>	<p>Repeater (120); FIG. 1; FIG. 5 page 4, line 17- page 5, line 10</p>
<p>a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region, and regional media programs; and</p>	<p>Repeater receiver (502); FIG. 5 page 8, line 7 - line 26</p> <p>Satellite (108); FIG. 1 page 4, line 17 - page 5, line 10</p> <p>National Broadcast Region (402); FIG. 4</p>

Claim Element(s)	Support in Specification
	<p>page 7, line 21 - page 8, line 6</p> <p>Regional Broadcast Region (404); FIG. 4</p> <p>page 7, line 21 - page 8, line 6</p>
a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting only regional media programs intended for reception in the local broadcast region.	<p>encoder/modulator/transmitter (510); FIG. 5</p> <p>page 8, line 27 - page 9, line 11</p>
52. A system for integrating presentation of national media programs and regional media programs transmitted by regional media providers, comprising:	<p>Media program distribution center (100); FIG. 1</p>
a satellite transmitter, for transmitting a first signal including a plurality of national media programs and regional media programs; and	<p>transmitter 222; FIG. 2</p> <p>page 6, line 24 - page 7, line 8</p>
a terrestrial repeater, disposed in one of a plurality of local broadcast regions within a national broadcast region, the terrestrial repeater for receiving the first signal and transmitting a second signal having the plurality of national media programs and only the regional media programs intended for reception in the local broadcast region.	<p>Repeater receiver (502); FIG. 5</p> <p>page 8, line 7 - line 26</p> <p>Satellite (108); FIG. 1</p> <p>page 4, line 17 - page 5, line 10</p> <p>National Broadcast Region (402); FIG. 4</p> <p>page 7, line 21 - page 8, line 6</p> <p>Regional Broadcast Region (404); FIG. 4</p> <p>page 7, line 21 - page 8, line 6</p> <p>transmitting a second signal having the plurality</p>

Claim Element(s)	Support in Specification
	of national media programs and only the regional media programs intended for reception in the local broadcast region: encoder/modulator/transmitter (510); FIG. 5 page 8, line 27 - page 9, line 11

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Whether claims 39-54, 57 and 58 are patentable under 35 U.S.C. §103(a) over Marko in view of Eyer; and

Whether claims 55 and 56 are patentable under 35 U.S.C. §103(a) over Marko and Eyer in view of Alewine.

VII. ARGUMENT

A. The References

1. *The Eyer Reference*

U.S. Patent No. 6,160,545, issued December 12, 2000 to Eyer et al. discloses a Multi-regional interactive program guide for television. Interactive Program Guide (IPG) data for television is delivered to integrated receiver-decoders (IRDs) in a decoder population via, for example, a satellite network. The IPG data provides scheduling information for global and local programming services which are carried via the satellite network as well as another network such as a CATV network or a terrestrial broadcast network. Each IRD is assigned to an IPG region using unit addressing. At the IRD, IPG data is filtered so that only the global data and the region-specific data for the IRD's IPG region is retained and processed by the IRD. Channel map data is also delivered to the IRDs so that bundles of IRD data can be filtered out using firmware filtering to discard program sources that are not present in the channel map. The IRD data which is retained after filtering is used to provide scheduling information via an on-screen display. A preferred source may be designated when there are duplicative channels on the different networks.

2. *The Marko Reference*

U.S. Patent No. 6,347,216, issued February 12, 2002 to Marko discloses a method and apparatus for communicating geographic specific services to a receiver in a satellite communications

network by utilizing location identification information included in a composite signal transmitted by a terrestrial repeater. A terrestrial repeater receives from a satellite a composite signal comprising a plurality of time-division multiplexed (TDM) data channels and retransmits the composite signal with a unique transmitter identification number which indicates the identity of the repeater. Upon reception of the composite signal from the terrestrial repeater, the receiver determines the current geographical location of the receiver based on the transmitter identification number. The receiver then compares the current location of the receiver to header information carried in the data channels to select information in the data channels is targeted to the geographical location of the receiver. The receiver then provides the selected information to a user of the receiver so that user may access services directed to audiences in the geographic location of the receiver.

3. *The Alewine Reference*

U.S. Patent No. 6,564,143, issued May 13, 2003 to Alewine discloses a method and apparatus for personalizing static and temporal location based services. A method and apparatus in a vehicle computer system for providing location based services. A path is defined along which the vehicle is to travel. Responsive to receiving a request for a location, the path is used as a filter to identify the location. The position and/or directions of the vehicle also may be used to identify the location.

- B. Claims 39-54, 57 and 58 are patentable under 35 U.S.C. §103(a) over Marko in view of Eyer

With Respect to Claim 39: Claim 39 recites:

A terrestrial repeater, comprising:

a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal transmitted by a satellite including national media programs intended for reception in the national broadcast region and regional media programs;

a processor for filtering the signal to pass only the regional media programs intended for reception in the one of the plurality of local broadcast regions;

a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting the passed regional media programs intended for reception in the one of the plurality of local broadcast regions.

In rejecting claim 39, the Examiner initially argued that Eyer taught a repeater with all of the features of claim 1, but that it did not “specifically teach” a terrestrial repeater.¹ The Applicant disagreed and pointed out that under no circumstance could the integrated receiver/decoder (IRD) 130 of Eyer be interpreted as a “repeater.”

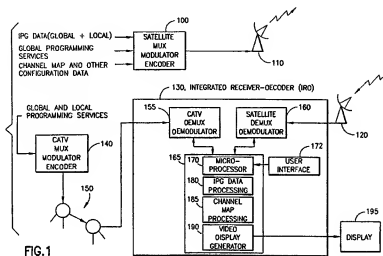


FIG. 1

Element 130 is clearly labeled as an “Integrated Receiver-Decoder” or IRD. This is a device that is analogous to the “subscriber receiver” recited in the Applicant’s disclosure. The Applicant’s specification describes repeaters as follows:

The repeaters 120 receive broadcast signals from the satellite 108, and retransmit the media programs in the broadcast signals to subscriber receivers 110A and 110B. Typically, the repeaters 120 are especially useful in mobile applications, since they can re-transmit the signals received from the broadcast satellites at different angles frequencies and with different modulation techniques that are complementary to the satellite delivery path. (Specification, page 5, lines 7-12)

The Examiner also argued that the “repeater transmitter” recited in claim 39 is met by the element 110 of the Eyer disclosure. However, antenna 110 is an uplink antenna that transmits information to antenna 120 via a satellite (unpictured). It transmits information to the IRD, not from it. Therefore, it cannot be analogous to the “repeater transmitter” recited in claim 39.

The Final Office Action now acknowledges that Eyer does not teach a repeater:

The examiner would like to indicate that the Eyer reference teaches of at least a

¹ The Office Action argued that since item 130 transfers information from other sources, it is a repeater. (page 2, paragraph (3) of Office Action mailed October 18, 2005).

receiver and where the Marko reference complements the Eyer's invention by explicitly providing a repeater, as already indicated in the prior office action. Therefore, the combination of Eyer and Marko teaches of a terrestrial repeater (Marko, which repeats the satellite signals). (Eyer) further teaches (implicitly) where the signals are filtered by the receiver, so that they can be distributed "in the one of the plurality of local broadcast regions".

The Applicants respectfully traverse this statement. One must keep in mind that item 130 of Eyer is what is commonly known as an *IRD* or *set-top box*. It is a device that receives satellite transmissions of media programs and presents the media programs on display devices to users who subscribe to the provided service. The Office Action argues:

It would have been obvious to combine the Eyer's receiver with the Marko's repeater as one; e.g., repeater receiver, as claimed by the applicant, and obtain the same results, e.g., distributing filtered "media programs", "in the one of the plurality of local broadcast regions."

This is tantamount to arguing that it would be obvious to one of ordinary skill to modify a *set top box* to retransmit the programs it receives to other set top boxes belonging to other users within the local broadcast region. Plainly, this would require a *substantial* modification of the set top box. Further, the proffered modification would be to perform a function that no broadcaster would want --- relying on a subscriber's set top box to transmit programs to other users, and even more troubling from the broadcaster's viewpoint ... to do so in a secure manner). Plainly, common sense would preclude one of ordinary skill in the art from modifying a subscriber's set top box to transmit media programs to other set top boxes as would the repeater disclosed in Marko. See MPEP § 2143.02 (V) (The proposed modification cannot render the prior art unsatisfactory for its intended purpose)

Further, the Final Office Action did not comply with the requirements for patentability described in MPEP § 2141, as no reasoned rationale for the obviousness conclusion has been provided.

Even if it were appropriate to modify Eyer with Marko, the result is also does not read on the claim 1. Marko discloses a terrestrial repeater, but that repeater forwards all of the information that is received to the receivers. The receivers use current location and header information to determine which programs are presented to the user.

25 In accordance with the present invention, a method and
apparatus are provided for transmitting and receiving geo-
graphic specific services in a satellite communications net-
work by utilizing location identification information
30 included in a composite signal transmitted by a terrestrial
repeater. In particular, the terrestrial repeater receives from
a satellite a composite signal comprising a plurality of
time-division-multiplexed (TDM) data channels and retrans-
mits the composite signal along with a unique transmitter
35 identification number which indicates the identity of an
individual repeater. Upon reception of the composite signal
from the terrestrial repeater, a receiver determines the cur-
rent geographical location of the receiver based on the
transmitter identification number. The receiver then com-
40 pares the current location of the receiver to header informa-
tion of packets or frames carried within the data channels to
select geographically targeted information in the data chan-
nels. The receiver then provides the selected information to
a user of the receiver so that the user may receive services
45 directed to audiences in the geographic location of the
receiver.

Marko teaches a repeater that transmits all programs, and a subscriber receiver that filters out the geographically inappropriate programs. This teaches away from the Applicant's invention. "A reference may be said to teach away when a person of ordinary skill, upon reading the reference, would be discouraged from following the path set out in the reference, or would be led in a direction divergent from the path that was taken by the applicant. The degree of teaching away will of course depend on the particular facts; in general, a reference's disclosure will teach away if it suggests that the line of development flowing from the reference's disclosure is unlikely to be productive of the result sought by the Applicant. *In re Gurley*, 27 F.3d 551, 553, 31 U.S.P.Q.2d 1130 (Fed. Cir. 1994).

For all of the foregoing reasons, the Applicants respectfully traverse the rejection of claim 39.

With Respect to Claim 45: Claim 45 recites:

A terrestrial repeater, comprising:
a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region and regional media programs;
a processor, communicatively coupled to the repeater receiver, for filtering the regional media programs to pass regional media programs intended for reception in the one of a plurality of local broadcast regions from the regional media programs by comparing identifiers included in the signal against a local broadcast identifier of the terrestrial repeater; and
a repeater transmitter, communicatively coupled to the repeater receiver and the processor, for transmitting the filtered regional media programs to receivers disposed in the local broadcast region.

As described above Eyer does not teach a repeater, and Marko teaches a repeater that does not filter programs on any basis (filtering is done by the receiver, just as it is in Eyer). Accordingly, the Eyer/Marko combination does not teach the Applicant's invention, and in fact, teaches away from it. Accordingly, the Applicant respectfully traverses the rejection of claim 45.

With Respect to Claim 47 and 52: Claims 47 and 52 recite (respectively):

A terrestrial repeater, comprising:

a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region, and regional media programs; and

a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting only regional media programs intended for reception in the local broadcast region.

A system for integrating presentation of national media programs and regional media programs transmitted by regional media providers, comprising:

a satellite transmitter, for transmitting a first signal including a plurality of national media programs and regional media programs; and

a terrestrial repeater, disposed in one of a plurality of local broadcast regions within a national broadcast region, the terrestrial repeater for receiving the first signal and transmitting a second signal having the plurality of national media programs and only the regional media programs intended for reception in the local broadcast region.

Claims 47 and 52 recite a repeater that transmits only regional media programs intended for reception in the local broadcast region. As described above, the Eyer/Marko combination teaches a system in which the repeater repeats all programs, thus teaching away from the Applicant's invention. Accordingly, claims 47 and 52 are allowable.

With Regard to Claims 43, 51 and 58: Claim 43 recites:

The terrestrial repeater of claim 42, wherein:

the signal comprises media programs intended for reception in a second local broadcast region; and

the repetition rate of the regional media programs is selected to utilize a repeater transmission capacity that would otherwise have been used to transmit the regional media programs intended for reception in the second local broadcast region.

The Final Office Action argues:

Regarding claims 43, 51 and 58, Eyer and Marko teach all the imitations of claims 42, 50 and 52, respectively. Eyer further teaches where the signal comprises media programs intended for reception in a second local broadcast region; and the repetition rate of the regional media programs is selected to utilize a repeater transmission capacity that would otherwise have been used to transmit the regional media programs intended for reception in the second local broadcast region (claim 17).

Claim 17 of the Eyer reference recites:

17. The apparatus of claim 14, wherein:
the first IPG identifier is addressed to the first subscriber
terminal population.

Respectfully, the Applicant does not see how the features of claim 43 are disclosed in claim 17 of the Eyer reference.

Claims 51 and 58 are patentable for the same reasons.

C. Claims 55 and 56 are patentable under 35 U.S.C. §103(a) over Marko and Eyer in view of Alewine

Claim 55 recites that the location module comprises a GPS to determine receiver position information. Given that the receiver of Eyer is a set top box that is installed in a family's household, it would appear that there is no motivation at all to install a GPS to determine location. The Office Action suggests the motivation is to determine where the receiver is located, but in the case of set top box like the one in Alewine, that information would be known to the broadcaster without the expense of a GPS.

Claim 56 recites that the location module of claim 54 (which determines the local broadcast region) comprises a RDBS compliant tuner for receiving information indicating the local broadcast information. According to the Final Office Action, this feature is disclosed in Alewine as follows:

Widely accepted technologies that may be implemented within an automobile include, cellular/global system for mobile communications (GSM), global positioning system (GPS), and radio data broadcast (RDB). These devices allow a driver to navigate, receive real-time traffic information and weather forecasts, access databases of personalized information, and place and receive telephone calls, as well as send and receive email and faxes from an automobile. Emerging technologies that are being integrated into computing platforms for automobiles include the universal serial bus (USB) and the digital video disk (DVD).

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This simply discloses that technologies such as GSM, RDB, and GPS allow the user to navigate, receive real-time traffic information and weather forecasts, place and receive telephone calls, receive personal information, send and receive emails and faxes.

This does not disclose that any of the indicated technologies are capable of any of the indicated functions. For example, it is well known that GPS does not allow a person to send e-mails or faxes. The Applicant believes the foregoing statement attributes "receive[ing] real-time traffic information and weather forecasts" to RDB, not navigation, placing telephone calls, receiving personal telephone calls, or sending emails and faxes.

VIII. CONCLUSION

In light of the above arguments, Appellant respectfully submit that the cited references do not anticipate nor render obvious the claimed invention. More specifically, Appellant's claims recite novel physical features which patentably distinguish over any and all references under 35 U.S.C. §§ 102 and 103. As a result, a decision by the Board of Patent Appeals and Interferences reversing the Examiner and directing allowance of the pending claims in the subject application is respectfully solicited.

Respectfully submitted,

Date: October 14, 2008

By: 

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CLAIMS APPENDIX

1. - 38. (CANCELED)

39. (PREVIOUSLY PRESENTED) A terrestrial repeater, comprising:

a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal transmitted by a satellite including national media programs intended for reception in the national broadcast region and regional media programs;

a processor for filtering the signal to pass only the regional media programs intended for reception in the one of the plurality of local broadcast regions;

a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting the passed regional media programs intended for reception in the one of the plurality of local broadcast regions.

40. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 39, wherein the repeater transmitter further transmits national media programs to receivers disposed in the local broadcast region.

41. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 39, wherein the processor further stores and repeats regional media programs.

42. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 39, wherein the processor further stores and retransmits regional program guide information at a repetition rate.

43. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 42, wherein:
the signal comprises media programs intended for reception in a second local broadcast region; and

the repetition rate of the regional media programs is selected to utilize a repeater transmission capacity that would otherwise have been used to transmit the regional media programs intended for reception in the second local broadcast region.

44. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 39, wherein:
the processor filters the signal to pass only the regional media programs intended for reception in the one of the plurality of local broadcast regions by performing the steps of:
scanning metadata of the signal for local broadcast identifiers; and
comparing the local broadcast identifiers with the local broadcast identifier of the repeater.

45. (PREVIOUSLY PRESENTED) A terrestrial repeater, comprising:
a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region and regional media programs;
a processor, communicatively coupled to the repeater receiver, for filtering the regional media programs to pass regional media programs intended for reception in the one of a plurality of local broadcast regions from the regional media programs by comparing identifiers included in the signal against a local broadcast identifier of the terrestrial repeater; and
a repeater transmitter, communicatively coupled to the repeater receiver and the processor, for transmitting the filtered regional media programs to receivers disposed in the local broadcast region.

46. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 45, wherein the repeater transmitter further transmits the local broadcast identifier to receivers disposed in the local broadcast region.

47. (PREVIOUSLY PRESENTED) A terrestrial repeater, comprising:
a repeater receiver, disposed in one of a plurality of local broadcast regions within a national broadcast region, the repeater receiver for receiving a signal including national media programs intended for reception in the national broadcast region, and regional media programs; and
a repeater transmitter, communicatively coupled to the repeater receiver, for transmitting only regional media programs intended for reception in the local broadcast region.

48. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 47, wherein the repeater transmitter further transmits national media programs to receivers disposed in the local broadcast region.

49. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 47, further comprising a processor for storing and repeating regional media programs.

50. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 49, wherein the processor further stores and retransmits regional program guide information at a repetition rate.

51. (PREVIOUSLY PRESENTED) The terrestrial repeater of claim 50, wherein: the signal comprises media programs intended for reception in a second local broadcast region; and

the repetition rate of the regional media programs is selected to utilize a repeater transmission capacity that would otherwise have been used to transmit the regional media programs intended for reception in the second local broadcast region.

52. (PREVIOUSLY PRESENTED) A system for integrating presentation of national media programs and regional media programs transmitted by regional media providers, comprising: a satellite transmitter, for transmitting a first signal including a plurality of national media programs and regional media programs; and

a terrestrial repeater, disposed in one of a plurality of local broadcast regions within a national broadcast region, the terrestrial repeater for receiving the first signal and transmitting a second signal having the plurality of national media programs and only the regional media programs intended for reception in the local broadcast region.

53. (PREVIOUSLY PRESENTED) The system of claim 52, wherein the first signal further comprises electronic program guide (EPG) information, and wherein the system further comprises a receiver having an EPG data module for generating an integrated EPG having the national media programs and only the regional media programs intended for reception in the determined broadcast region.

54. (PREVIOUSLY PRESENTED) The system of claim 52, further comprising:
a receiver, disposed in the local broadcast region, the receiver comprising:
a tuner module for receiving the second signal from the terrestrial repeater,
a location module, for determining the local broadcast region.

55. (PREVIOUSLY PRESENTED) The system of claim 54, wherein the location module comprises:
a global positioning system (GPS) receiver, for providing receiver position information; and
a memory, for storing information relating receiver position information to the local broadcast region.

56. (PREVIOUSLY PRESENTED) The system of claim 54, wherein the location module comprises:
a radio broadcast data system (RDBS) compliant tuner for receiving information indicating the local broadcast information.

57. (PREVIOUSLY PRESENTED) The system of claim 52, wherein the terrestrial repeater stores and retransmits the regional media programs at a repetition rate.

58. (PREVIOUSLY PRESENTED) The system of claim 52, wherein:
the signal broadcast from a satellite comprises regional media programs intended for reception in a second local broadcast region; and
the repetition rate of the regional media programs is selected to utilize a terrestrial repeater transmission capacity that would otherwise have been used to transmit the regional media programs intended for reception in the second local broadcast region.

EVIDENCE APPENDIX

(none)

RELATED APPEALS AND INTERFERENCES APPENDIX

(none)